

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Patent Application of: :  
Richard D. Martin et al. :  
: :  
Conf. No.: 9008 : Group Art Unit: 2154  
: :  
Appln. No.: 09/923,923 : Examiner: Mohammad A. Siddiqi  
: :  
Filing Date: August 7, 2001 : Attorney Docket No.: 401-13U1  
: :  
Title: SYNDICATION METHODOLOGY TO DYNAMICALLY PLACE DIGITAL  
ASSETS ON NON-RELATED WEB SITES

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 C.F.R. §1.97(d)**

**TIME OF TRANSMITTAL OF ACCOMPANYING  
INFORMATION DISCLOSURE STATEMENT**

1. The Information Disclosure Statement (IDS) transmitted herewith is being filed after a Final Rejection under § 1.113, but before payment of the issue fee.

**STATEMENT, PETITION AND FEE**

2. In accordance with the requirements of 37 C.F.R. § 1.97(d):

    A. Accompanying this transmittal is the following statement, as specified in 37 C.F.R. § 1.97(e):

Each item of information contained in this Supplemental IDS was first cited in a communication from a foreign office in a counterpart foreign application not more than three months prior to the filing of this Supplemental IDS. 37 C.F.R. § 1.97(e)(1).

The cited Canadian reference (CA 2404014) appears in an Office Action dated February 1, 2010 (copy enclosed) for a corresponding Canadian application. The cited U.S. Patent No. 7,657,436 (Elmore et al.) is the U.S. equivalent document for the Canadian application.

    B. Applicants submit the petition fee set forth in 37 C.F.R. § 1.17(p).

**FEE DUE**

3. Petition fee due (§ 1.17(p)): **\$180.00**

**METHOD OF PAYMENT OF FEE**

4.

- A check in the amount of \$ \_\_\_\_\_ for submission of an Information Disclosure Statement under 37 C.F.R. §1.97(d) and §1.17(p) is enclosed herewith.
- The Commissioner is hereby authorized to charge Deposit Account No. 50-1017 (Billing No. 200401.0016) as follows:
  - Information Disclosure Statement Fee under 37 C.F.R. §1.97(d) and §1.17(p) in the amount of **\$180.00**.
  - Any deficiencies or overpayments in the above-calculated fee.

5. It is requested that the enclosed reference listed on the attached Information Disclosure Citation Form PTO/SB/08A be considered by the Patent Examiner in connection with the above-identified application and be made of record therein.

6. Applicants further provide the following comments regarding the cited references:

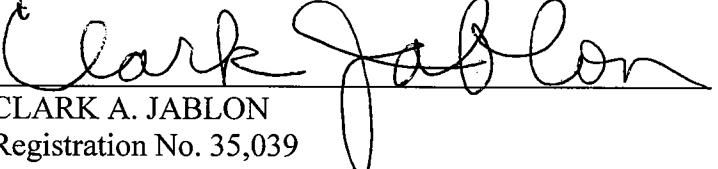
Applicants have previously swore behind a reference dated July 15, 2000 in responses mailed April 30, 2008 (posted in the IFW on May 5, 2008) and January 4, 2007. CA 2404014 was published on October 11, 2001. U.S. Patent No. 7,657,436 (Elmore et al.) is based on a PCT application filed March 30, 2001. Thus, even if the cited references are potentially relevant to the claimed invention, and Applicants have not yet evaluated their relevance, neither of the references can be applied against the present application because their earliest effective dates are later than July 15, 2000.

Independent consideration and acknowledgment of the enclosed reference is respectfully requested.

Respectfully submitted,

RICHARD D. MARTIN et al.

February 11, 2010 By: (Date)

  
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Enclosure (Canadian Office Action)

194752 v1